

Thuy's Feedback & Notes

Overview

This document consolidates feedback, requests, and action items provided by Thuy regarding outreach strategy, messaging improvements, Medicaid expansion positioning, and provider prioritization.

1 . B- 1 2 Provider Outreach (Apollo)

Feedback

- The current Apollo email sequence for B- 1 2 provider outreach requires improvement.
- Messaging should better position the organization's value and improve outbound lead performance.

Requested Actions

- Review existing Apollo outbound email sequence.
 - Identify weaknesses in messaging and positioning.
 - Recommend improvements to increase response and conversion rates.
 - Strengthen value proposition clarity for providers.
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2 . Medicaid Expansion Announcement

Feedback

- Delaware Medicaid approval represents a significant milestone.
- Opportunity to develop a cohesive expansion narrative.

Current Coverage Status

- Maryland
- Pennsylvania (Approved January 2 0 2 6)
- Delaware (Newly Approved)
- Washington DC Medicaid – Pending

Requested Actions

- Draft a branded story highlighting Mid-Atlantic Medicaid expansion.
 - Align messaging across brand, website, and outreach.
 - Use expansion story to strengthen regional positioning.
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3 . Pediatric Genetics Clinics List Review

Shared Asset

- Pediatric_Genetics_Clinics_MD_DC_VA_DE

Feedback

- Review list structure and targeting approach.

Requested Actions

- Evaluate clinic segmentation and targeting logic.
 - Provide recommendations to improve prioritization and outreach effectiveness.
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4 . Outreach Prioritization Strategy

Feedback

- Tiered structure is strong and strategically organized.
- Prioritization should incorporate measurable business metrics.

Suggested Enhancements

- Add B- 1 2 revenue concentration analysis.
- Include reactivation potential scoring.
- Estimate expected ROI per outreach tier.

Objective

- Quantify outreach intensity.
 - Align prioritization with measurable impact and revenue potential.
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Consolidated Action List

- Review and optimize Apollo outbound email sequence.
- Develop Medicaid expansion marketing narrative.
- Provide feedback on Pediatric Genetics clinic targeting list.
- Enhance tier model using revenue and ROI metrics.